



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Jefferson, AL

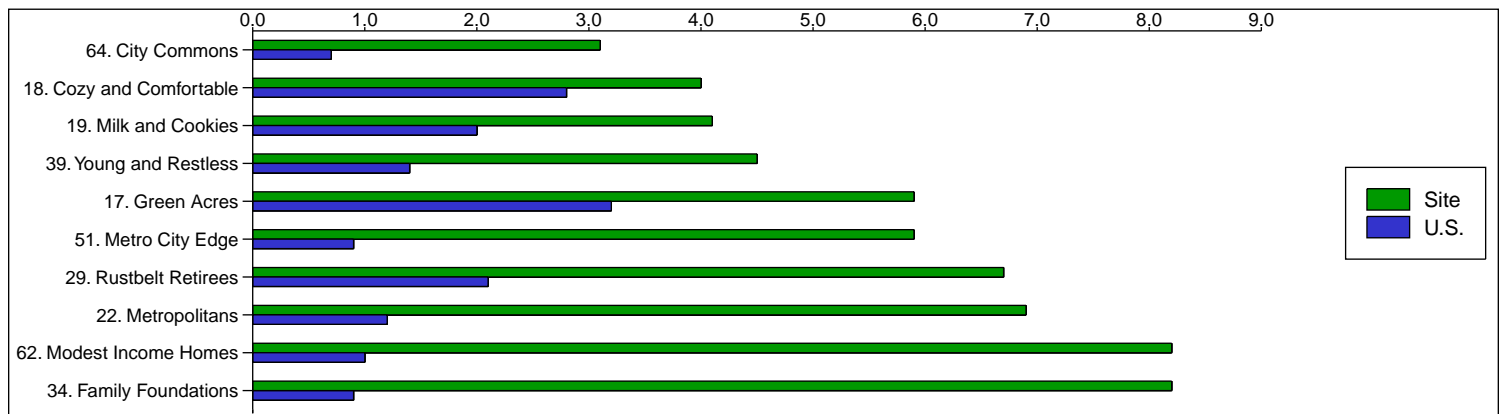
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	34. Family Foundations	8.2%	8.2%	0.9%	0.9%	964
2	62. Modest Income Homes	8.2%	16.4%	1.0%	1.9%	810
3	22. Metropolitans	6.9%	23.3%	1.2%	3.1%	579
4	29. Rustbelt Retirees	6.7%	30.0%	2.1%	5.2%	319
5	51. Metro City Edge	5.9%	35.9%	0.9%	6.1%	631
	Subtotal	35.9%		6.1%		
6	17. Green Acres	5.9%	41.8%	3.2%	9.3%	184
7	39. Young and Restless	4.5%	46.3%	1.4%	10.7%	318
8	19. Milk and Cookies	4.1%	50.4%	2.0%	12.7%	211
9	18. Cozy and Comfortable	4.0%	54.4%	2.8%	15.5%	141
10	64. City Commons	3.1%	57.5%	0.7%	16.2%	453
	Subtotal	21.6%		10.1%		
11	13. In Style	2.9%	60.4%	2.5%	18.7%	119
12	04. Boomburbs	2.9%	63.3%	2.2%	20.9%	130
13	07. Exurbanites	2.9%	66.2%	2.5%	23.4%	115
14	32. Rustbelt Traditions	2.8%	69.0%	2.8%	26.2%	98
15	50. Heartland Communities	2.5%	71.5%	2.2%	28.4%	117
	Subtotal	14.0%		12.2%		
16	27. Metro Renters	2.5%	74.0%	1.3%	29.7%	187
17	26. Midland Crowd	2.5%	76.5%	3.7%	33.4%	66
18	28. Aspiring Young Families	2.1%	78.6%	2.4%	35.8%	91
19	33. Midlife Junction	2.0%	80.6%	2.5%	38.3%	80
20	48. Great Expectations	1.9%	82.5%	1.7%	40.0%	109
	Subtotal	11.0%		11.6%		
	Total	82.5%		40.0%		206

Top Ten Tapestry Segments

Site vs. U.S.

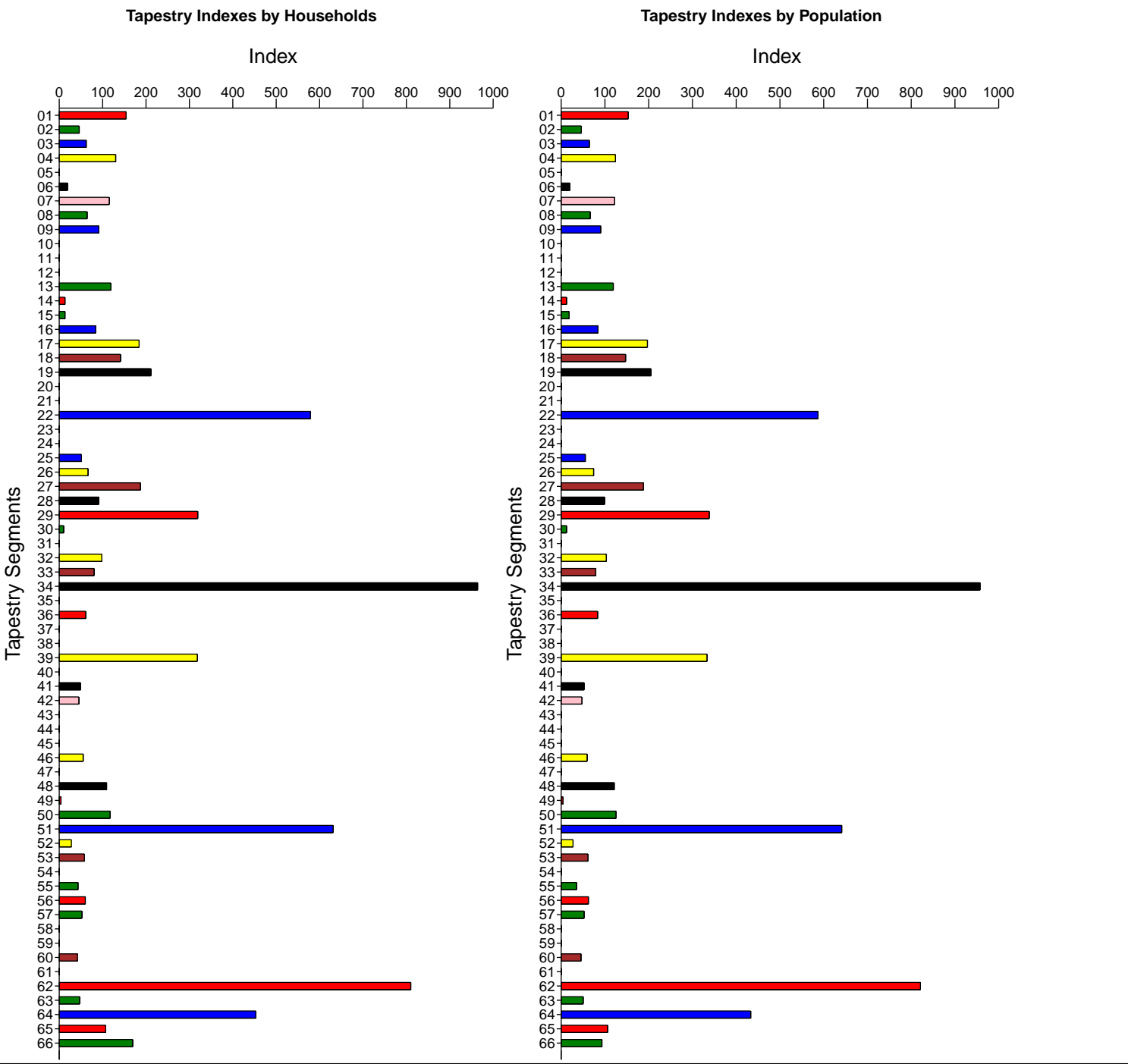


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Jefferson, AL



Tapestry Segments

Tapestry Segments

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Jefferson, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	272,417	100.0%		667,592	100.0%	
L1. High Society	24,502	9.0%	71	66,670	10.0%	72
01 Top Rung	2,894	1.1%	154	7,862	1.2%	153
02 Suburban Splendor	2,191	0.8%	46	6,143	0.9%	46
03 Connoisseurs	2,336	0.9%	62	6,021	0.9%	64
04 Boomburbs	7,879	2.9%	130	21,677	3.2%	124
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,381	0.5%	19	4,076	0.6%	20
07 Exurbanites	7,821	2.9%	115	20,891	3.1%	122
L2. Upscale Avenues	42,042	15.4%	112	105,045	15.7%	114
09 Urban Chic	3,301	1.2%	91	7,320	1.1%	90
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	8,002	2.9%	119	18,205	2.7%	119
16 Enterprising Professionals	3,845	1.4%	84	8,116	1.2%	84
17 Green Acres	16,019	5.9%	184	43,750	6.6%	197
18 Cozy and Comfortable	10,875	4.0%	141	27,654	4.1%	147
L3. Metropolis	57,223	21.0%	399	138,848	20.8%	396
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	18,686	6.9%	579	38,723	5.8%	587
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	16,207	5.9%	631	44,178	6.6%	641
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	22,330	8.2%	810	55,947	8.4%	821
L4. Solo Acts	24,063	8.8%	131	46,407	7.0%	137
08 Laptops and Lattes	1,769	0.6%	64	3,182	0.5%	66
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	6,824	2.5%	187	10,784	1.6%	188
36 Old and Newcomers	3,228	1.2%	61	8,438	1.3%	83
39 Young and Restless	12,242	4.5%	318	24,003	3.6%	333
L5. Senior Styles	30,557	11.2%	90	69,472	10.4%	100
14 Prosperous Empty Nesters	669	0.2%	13	1,362	0.2%	12
15 Silver and Gold	347	0.1%	13	926	0.1%	18
29 Rustbelt Retirees	18,210	6.7%	319	42,564	6.4%	338
30 Retirement Communities	412	0.2%	10	867	0.1%	12
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	124	0.0%	4	279	0.0%	4
50 Heartland Communities	6,887	2.5%	117	16,122	2.4%	125
57 Simple Living	2,019	0.7%	52	4,022	0.6%	52
65 Social Security Set	1,889	0.7%	107	3,330	0.5%	106
L6. Scholars & Patriots	1,517	0.6%	39	3,936	0.6%	33
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	940	0.3%	43	1,719	0.3%	35
63 Dorms to Diplomas	577	0.2%	47	2,217	0.3%	50

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Jefferson, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	272,417	100.0%		667,592	100.0%	
L7. High Hopes	11,000	4.0%	99	27,537	4.1%	108
28 Aspiring Young Families	5,809	2.1%	91	14,950	2.2%	99
48 Great Expectations	5,191	1.9%	109	12,587	1.9%	121
L8. Global Roots	2,156	0.8%	10	5,268	0.8%	8
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,168	0.4%	28	2,550	0.4%	27
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	988	0.4%	42	2,718	0.4%	45
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	19,599	7.2%	93	50,907	7.6%	84
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	11,225	4.1%	211	29,747	4.5%	205
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	8,374	3.1%	453	21,160	3.2%	433
L10. Traditional Living	35,334	13.0%	148	88,223	13.2%	159
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	7,536	2.8%	98	18,503	2.8%	103
33 Midlife Junction	5,443	2.0%	80	11,624	1.7%	79
34 Family Foundations	22,355	8.2%	964	58,096	8.7%	957
L11. Factories & Farms	11,953	4.4%	46	30,595	4.6%	49
25 Salt of the Earth	3,865	1.4%	51	10,124	1.5%	55
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3,306	1.2%	45	8,468	1.3%	47
53 Home Town	2,298	0.8%	58	5,666	0.8%	61
56 Rural Bypasses	2,484	0.9%	60	6,337	0.9%	62
L12. American Quilt	12,460	4.6%	49	33,772	5.1%	55
26 Midland Crowd	6,735	2.5%	66	19,019	2.8%	74
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,031	0.7%	49	5,460	0.8%	52
46 Rooted Rural	3,694	1.4%	55	9,293	1.4%	59
66 Unclassified	11	0.0%	169	912	0.1%	93

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Jefferson, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	272,417	100.0%		667,592	100.0%	
U1. Principal Urban Centers I	8,593	3.2%	40	13,966	2.1%	27
08 Laptops and Lattes	1,769	0.6%	64	3,182	0.5%	66
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	6,824	2.5%	187	10,784	1.6%	188
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	10,263	3.8%	80	24,490	3.7%	66
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	8,374	3.1%	453	21,160	3.2%	433
65 Social Security Set	1,889	0.7%	107	3,330	0.5%	106
U3. Metro Cities I	42,287	15.5%	137	97,789	14.6%	128
01 Top Rung	2,894	1.1%	154	7,862	1.2%	153
03 Connoisseurs	2,336	0.9%	62	6,021	0.9%	64
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	3,301	1.2%	91	7,320	1.1%	90
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,845	1.4%	84	8,116	1.2%	84
19 Milk and Cookies	11,225	4.1%	211	29,747	4.5%	205
22 Metropolitans	18,686	6.9%	579	38,723	5.8%	587
U4. Metro Cities II	46,779	17.2%	158	113,839	17.1%	173
28 Aspiring Young Families	5,809	2.1%	91	14,950	2.2%	99
30 Retirement Communities	412	0.2%	10	867	0.1%	12
34 Family Foundations	22,355	8.2%	964	58,096	8.7%	957
36 Old and Newcomers	3,228	1.2%	61	8,438	1.3%	83
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63 Dorms to Diplomas	577	0.2%	47	2,217	0.3%	50
U5. Urban Outskirts I	20,606	7.6%	69	52,767	7.9%	70
04 Boomburbs	7,879	2.9%	130	21,677	3.2%	124
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	7,536	2.8%	98	18,503	2.8%	103
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	5,191	1.9%	109	12,587	1.9%	121

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U6. Urban Outskirts II	41,496	15.2%	296	105,866	15.9%	301
51 Metro City Edge	16,207	5.9%	631	44,178	6.6%	641
55 College Towns	940	0.3%	43	1,719	0.3%	35
57 Simple Living	2,019	0.7%	52	4,022	0.6%	52
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	22,330	8.2%	810	55,947	8.4%	821
U7. Suburban Periphery I	20,411	7.5%	48	51,603	7.7%	48
02 Suburban Splendor	2,191	0.8%	46	6,143	0.9%	46
06 Sophisticated Squires	1,381	0.5%	19	4,076	0.6%	20
07 Exurbanites	7,821	2.9%	115	20,891	3.1%	122
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15 Silver and Gold	347	0.1%	13	926	0.1%	18
U8. Suburban Periphery II	36,826	13.5%	139	87,508	13.1%	144
18 Cozy and Comfortable	10,875	4.0%	141	27,654	4.1%	147
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33 Midlife Junction	5,443	2.0%	80	11,624	1.7%	79
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,298	0.8%	58	5,666	0.8%	61
U9. Small Towns	9,042	3.3%	68	21,861	3.3%	72
41 Crossroads	2,031	0.7%	49	5,460	0.8%	52
49 Senior Sun Seekers	124	0.0%	4	279	0.0%	4
50 Heartland Communities	6,887	2.5%	117	16,122	2.4%	125
U10. Rural I	26,619	9.8%	86	72,893	10.9%	96
17 Green Acres	16,019	5.9%	184	43,750	6.6%	197
25 Salt of the Earth	3,865	1.4%	51	10,124	1.5%	55
26 Midland Crowd	6,735	2.5%	66	19,019	2.8%	74
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	9,484	3.5%	45	24,098	3.6%	48
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3,306	1.2%	45	8,468	1.3%	47
46 Rooted Rural	3,694	1.4%	55	9,293	1.4%	59
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